

JUL17/12 12.1
***** WFLA-TV *****

REP. #	OFF. #	SALESMAN #
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BUYER NAME: EMILY MITHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

DATE JUL17/12 12.13

TOTAL \$80,825 @70X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AMERICAN CROSSROADS



AGENCY ADVERTISER CODE = 11 AGENCY EST# = 691
AGENCY PRODUCT CODE = 27

1	30	\$5,300.00	9/21	9/21	0	FRI	0
1000P-1100P							

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PROGRAM : DATELINE
CON COM1: DATELINE
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1200N-100P	30	\$275.00	9/21	9/21	1	FRI
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PROGRAM : TODAY SHOW 3
CON COM1: TODAY SHOW 3

3	300F-400P	30	\$425.00	9/21	9/21	1	FRI
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PROGRAM : DOCTORS
CON COM1 : DOCTORS

JUL17/12 12.1
WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A	30		\$300.00	9/21	9/21	1		FRI	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
5			500P-530P	30		\$850.00	9/21	9/21	1		FRI	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
6			600P-630P	30		\$2,000.00	9/21	9/21	1		FRI	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
7			600A-700A	30		\$850.00	9/21	9/21	1		FRI	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
8			700P-730P	30		\$1,700.00	9/21	9/21	1		FRI	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
9			700A-900A	30		\$1,100.00	9/21	9/21	0		FRI	0
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
10			100P-200P	30		\$425.00	9/24	9/24	1		MON	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
11			1100P-1135P	30		\$2,400.00	9/24	9/24	1		MON	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
12			400P-500P	30		\$650.00	9/24	9/24	1		MON	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

REP HEADLINE# 6238034
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL17/12 12.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$550.00	9/24	9/24	1		MON	1
14			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	9/24	9/24	1		MON	1
15			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	9/24	9/24	1		MON	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	9/24	9/24	1		MON	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	9/24	9/24	1		MON	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	9/24	9/24	1		MON	1
19			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$800.00	9/22	9/22	1		SAT	1
20			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$500.00	9/22	9/22	1		SAT	1
21			200P-600P PROGRAM : BMW CHAMPIONSHIP9/9/12 CON COM1: BMW CHAMPIONSHIP9/9/12	30		\$650.00	9/23	9/23	0		SUN	0

JUL17/12 12.1
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$900.00	9/23	9/23	1		SUN	1
23			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$700.00	9/23	9/23	1		SUN	1
24			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	9/20	9/20	1		THU	1
25			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,400.00	9/20	9/20	1		THU	1
26			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,000.00	9/27	9/27	1		THU	1
27			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	9/27	9/27	1		THU	1
28			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/27	9/27	1		THU	1
29			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/20	9/20	1		THU	1
30			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	9/27	9/27	1		THU	1

JUL 17/12 12.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	9/27	9/27	1		THU	1
32			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$550.00	9/20	9/20	1		THU	1
33			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	9/20	9/20	1		THU	1
34			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	9/27	9/27	1		THU	1
35			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$850.00	9/27	9/27	1		THU	1
36			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	9/20	9/20	1		THU	1
37			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,700.00	9/27	9/27	1		THU	1
38			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	9/20	9/27	1		THU	2
39			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	9/20	9/20	1		THU	1

JUL17/12 12.1
***** WFLA-TV *****

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
40			900A-1000A	30		\$650.00	9/20	9/20	1		THU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
41			100P-200P	30		\$425.00	9/18	9/18	1		TUE	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
42			1100P-1135P	30		\$2,400.00	9/18	9/18	0		TUE	0
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
43			1135P-1237A	30		\$1,000.00	9/25	9/25	1		TUE	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
44			1200N-100P	30		\$275.00	9/25	9/25	1		TUE	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
45			300P-400P	30		\$425.00	9/25	9/25	1		TUE	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
46			400P-500P	30		\$550.00	9/18	9/18	0		TUE	0
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
47			500A-530A	30		\$300.00	9/25	9/25	0		TUE	0
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
48			500P-530P	30		\$850.00	9/25	9/25	1		TUE	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												

JUL 17/12 12.1
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			100P-200P	30		\$425.00	9/26	9/26	1		WED	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
59			1100P-1135P	30		\$2,400.00	9/26	9/26	1		WED	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
60			1135P-1237A	30		\$1,000.00	9/19	9/19	1		WED	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
61			1200N-100P	30		\$275.00	9/19	9/19	1		WED	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
62			400P-500P	30		\$650.00	9/26	9/26	1		WED	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
63			500A-530A	30		\$300.00	9/19	9/19	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
64			500P-530P	30		\$850.00	9/19	9/19	1		WED	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
65			530A-600A	30		\$550.00	9/26	9/26	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
66			530P-600P	30		\$850.00	9/26	9/26	1		WED	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												

REP HEADLINE# 6238034
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 12.1
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			600P-630P	30		\$2,000.00	9/19	9/19	1		WED	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
68			600A-700A	30		\$850.00	9/19	9/19	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
69			630P-700P	30		\$3,500.00	9/26	9/26	1		WED	1
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
70			700P-730P	30		\$1,700.00	9/19	9/19	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
71			700A-900A	30		\$1,400.00	9/19	9/26	1		WED	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
72			730P-800P	30		\$1,800.00	9/26	9/26	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
73			900A-1000A	30		\$650.00	9/26	9/26	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
SEP/12			80825.00									

CONTRACT TOTAL 80825.00
 TOTAL SPOTS 70

MARKET TOTALS \$2,313,325 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12
 DEMOS- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717078
Buyer: ..	Client/Product/Estimate: 11 /27 /691	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06238034
Est./PO Number: 06238034	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type		09/17	09/24	Total	Cost
1	M-F 12p Today Show III ...F..	275	30 Comme	Nbr of Spots	1		1	275
2	M-F 3p Doctors ...F..	425	30 Comme	Nbr of Spots	1		1	425
3	M-F 5a News ...F..	300	30 Comme	Nbr of Spots	1		1	300
4	M-F 5p News ...F..	850	30 Comme	Nbr of Spots	1		1	850
5	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
6	M-F 6a News ...F..	850	30 Comme	Nbr of Spots	1		1	850
7	M-F 7p Entertainment Tonight ...F..	1700	30 Comme	Nbr of Spots	1		1	1700
8	M-F 1p Days Of Our Lives M.....	425	30 Comme	Nbr of Spots		1	1	425
Weekly Totals: Total Spots(Ord Spots)					35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	80825	Campaign Ref:	E:120717078
Buyer:	..	Client/Product/Estimate:	11 /27 /691	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06238034
Est./PO Number:	06238034	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
9	M-Su 11p News M.....	2400	30 Comme	Nbr of Spots	1	1	2400
10	M-F 4p Dr Oz M.....	660	30 Comme	Nbr of Spots	1	1	660
11	M-F 530a News M.....	550	30 Comme	Nbr of Spots	1	1	550
12	M-F 530p News M.....	850	30 Comme	Nbr of Spots	1	1	850
13	M-F 630p ET / 530p CT NBC Nightly News M.....	3500	30 Comme	Nbr of Spots	1	1	3500
14	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
15	M-F 730p Extra M.....	1800	30 Comme	Nbr of Spots	1	1	1800
16	M-F 9a Today Show II M.....	650	30 Comme	Nbr of Spots	1	1	650
17	Sat 6p NewsS.	800	30 Comme	Nbr of Spots	1	1	800
18	Sat 7a Today ShowS.	500	30 Comme	Nbr of Spots	1	1	500
19	Sun 6p News	900	30	Nbr of Spots	1	1	900
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/17/12 to 09/30/12
Est/PO Number: 06238034

Submission Cost: 80825
Client/Product/Estimate: 11/27/691
Weeks: 2
Contract type: Political

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
20	Sun 8a Today ShowS	700	30 Comme	1		1	700
21	M-F 1p Days Of Our Lives ...T...	425	30 Comme	1		1	425
22	M-Su 11p News ...T...	2400	30 Comme	1		1	2400
23	M-F 1135p ET / 1035p CT Tonight Show ...T...	1000	30 Comme		1	1	1000
24	M-F 12p Today Show III ...T...	275	30 Comme		1	1	275
25	M-F 3p Doctors ...T...	425	30 Comme		1	1	425
26	M-F 4p Dr Oz ...T...	650	30 Comme	1		1	650
27	M-F 5a News ...T...	300	30 Comme		1	1	300
28	M-F 5p News ...T...	850	30 Comme		1	1	850
29	M-F 530a News ...T...	550	30 Comme	1		1	550
30	M-F 530p News ...T...	850	30 Comme	1		1	850
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/17/12 to 09/30/12
Est./PO Number: 06238034

Submission Cost: 80825
Client/Product/Estimate:
Weeks: 11 / 27 / 691
Contract type: Political

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
31	M-F 6p News ...T...	2000	30 Comme		1	1	2000
32	M-F 6a News ...T...	850	30 Comme		1	1	850
33	M-F 630p ET / 530p CT NBC Nightly News ...T...	3500	30 Comme	1		1	3500
34	M-F 7p Entertainment Tonight ...T...	1700	30 Comme		1	1	1700
35	M-F 7a Today Show ...T...	1400	30 Comme	1	1	2	2800
36	M-F 730p Extra ...T...	1800	30 Comme	1		1	1800
37	M-F 9a Today Show II ...T...	650	30 Comme	1		1	650
38	M-F 1p Days Of Our Lives ...T...	425	30 Comme	1		1	425
39	M-F 1135p ET / 1035p CT Tonight Show ...T...	1000	30 Comme		1	1	1000
40	M-F 12p Today Show III ...T...	275	30 Comme		1	1	275
Weekly Totals: Total Spots (Ord Spots)				35	35	70	

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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 09/17/12 to 09/30/12
Est./PO Number: 06238034

Submission Cost: 80825
Client/Product/Estimate: 11 / 27 / 691
Weeks: 2
Contract type: Political

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
41	M-F 3p Doctors T.....	425	30 Comme		1	1	425
42	M-F 5p News T.....	850	30 Comme		1	1	850
43	M-F 530a News T.....	550	30 Comme	1		1	550
44	M-F 530p News T.....	850	30 Comme	1		1	850
45	M-F 6p News T.....	2000	30 Comme	1		1	2000
46	M-F 6a News T.....	850	30 Comme		1	1	850
47	M-F 630p ET / 530p CT NBC Nightly News T.....	3500	30 Comme	1		1	3500
48	M-F 7p Entertainment Tonight T.....	1700	30 Comme		1	1	1700
49	M-F 7a Today Show T.....	1400	30 Comme	1		1	2800
50	M-F 730p Extra T.....	1800	30 Comme	1		1	1800
51	M-F 9a Today Show II T.....	650	30 Comme	1		1	650
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

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 66 Canal Center Plaza
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 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/17/12 to 09/30/12
Est./PO Number: 06238034

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

80825
 11/27/691
 2
 Political

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
52	M-F 1p Days Of Our Lives ..W....	425	30 Comme		1	1	425
53	M-Su 11p News ..W....	2400	30 Comme		1	1	2400
54	M-F 1135p ET / 1035p CT Tonight Show ..W....	1000	30 Comme	1		1	1000
55	M-F 12p Today Show III ..W....	275	30 Comme	1		1	275
56	M-F 4p Dr Oz ..W....	650	30 Comme		1	1	650
57	M-F 5a News ..W....	300	30 Comme	1		1	300
58	M-F 5p News ..W....	850	30 Comme	1		1	850
59	M-F 530a News ..W....	550	30 Comme		1	1	550
60	M-F 530p News ..W....	850	30 Comme		1	1	850
61	M-F 6p News ..W....	2000	30 Comme	1		1	2000
62	M-F 6a News	850	30 Comme	1		1	850
Weekly Totals:		Total Spots(Ord Spots)		35	35	70	

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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 09/17/12 to 09/30/12
Est./PO Number: 06238034

Submission Cost: 80825
Client/Product/Estimate: 11/27/691
Weeks: 2
Contract type: Political

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
63	M-F 630p ET / 530p CT NBC Nightly News ..W....	3600	30 Comme		1	1	3600
64	M-F 7p Entertainment Tonight ..W....	1700	30 Comme		1	1	1700
65	M-F 7a Today Show ..W....	1400	30 Comme		1	2	2800
66	M-F 730p Extra ..W....	1800	30 Comme		1	1	1800
67	M-F 9a Today Show II ..W....	650	30 Comme		1	1	650
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Grand Totals				Month 9 Weeks: 5	
Totals				09/17	09/24
Spots				70	35
Cost				80825	39075
					41750

Grand Totals:

Spots: 70
Gross Total: 80,825.00
Commission: 12,123.75

Net Total:

68,701.25



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120717078
WFLA
INVOICE NUMBER 0100032722
PAGE 1
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES
9/17/12- 9/30/12
Standard 8 Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /691
Desc: 06238034

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 12p Today Show III	275.00	1	1	9/21	FR	*WFLA 12:29P	30 USPRTV18ACH	275.00		
M-F 3p Doctors	425.00	2	1	9/21	FR	*WFLA 03:11P	30 USPRTV18ACH	425.00		
M-F 5a News	300.00	3	1	9/21	FR	*WFLA 05:27A	30 USPRTV18ACH	300.00		
M-F 5p News	850.00	4	1	9/21	FR	*WFLA 05:12P	30 USPRTV18ACH	850.00		
M-F 6p News	2000.00	5	1	9/21	FR	*WFLA 06:15P	30 USPRTV18ACH	2000.00		
M-F 6a News	850.00	6	1	9/21	FR	*WFLA 06:27A	30 USPRTV18ACH	850.00		
M-F 7p Entertainment Tonight	1700.00	7	1	9/21	FR	*WFLA	30	.00	Preempt Program Change	.00-
M-F 1p Days Df Dur Lives	425.00	8	1	9/24	MD	*WFLA 12:59P	30 USPRTV18ACH	425.00		
M-Su 11p News	2400.00	9	1	9/24	MD	*WFLA 11:30P	30 USPRTV18ACH	2400.00		
M-F 4p Dr Dz	650.00	10	1	9/24	MD	*WFLA 04:27P	30 USPRTV18ACH	650.00		
M-F 530a News	550.00	11	1	9/24	MD	*WFLA 05:58A	30 USPRTV18ACH	550.00		
M-F 530p News	850.00	12	1	9/24	MD	*WFLA 05:56P	30 USPRTV18ACH	850.00		
M-F 630p ET / 530p CT NBC Nigh	3500.00	13	1	9/24	MD	*WFLA 06:51P	30 USPRTV18ACH	3500.00		

*** Continued ***

PERIOD COST 88,675.00

70 Total Units
ACTUAL GROSS BILLING 80,825.00
AGENCY COMMISSION 12,123.75
NET DUE 68,701.25

Debits .00
Credits 7,850.00-
SUB-TOTALS 7,850.00CR
TOTAL RECONCILING

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100032722
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 68,701.25

REMIT TO:

*00206

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100032722 006870125 2

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Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120717078
WFLA
INVOICE NUMBER 0100032722
PAGE 3
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/17/12- 9/30/12
Standard Broadcast Month
TERMS NET 30 DAYS

REF#: 11 /27 /691
Desc: 06238034

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	1400.00	35 2	9/20 TH		08:29A	30	USPRTV18ACH		
			9/27 TH		08:38A	30	USPRTV18ACH		
M-F 730p Extra					*WFLA		:30 Commercial		
	1800.00	36 1	9/20 TH			30		.00	Preempt Program Change
M-F 9a Today Show II					*WFLA		:30 Commercial		
	650.00	37 1	9/20 TH		09:59A	30	USPRTV18ACH	650.00	
M-F 1p Days Of Our Lives					*WFLA		:30 Commercial		
	425.00	38 1	9/18 TU		12:58P	30	USPRTV18ACH	425.00	
M-F 1135p ET / 1035p CT Tonight					*WFLA		:30 Commercial		
	1000.00	39 1	9/25 TU		11:46P	30	USPRTV18ACH	1000.00	
M-F 12p Today Show III					*WFLA		:30 Commercial		
	275.00	40 1	9/25 TU		12:29P	30	USPRTV18ACH	275.00	
M-F 3p Doctors					*WFLA		:30 Commercial		
	425.00	41 1	9/25 TU		03:53P	30	USPRTV18ACH	425.00	
M-F 5p News					*WFLA		:30 Commercial		
	850.00	42 1	9/25 TU		05:23P	30	USPRTV18ACH	850.00	
M-F 530a News					*WFLA		:30 Commercial		
	550.00	43 1	9/18 TU		05:57A	30	USPRTV18ACH	550.00	
M-F 530p News					*WFLA		:30 Commercial		
	850.00	44 1	9/18 TU		05:45P	30	USPRTV18ACH	850.00	
M-F 6p News					*WFLA		:30 Commercial		
	2000.00	45 1	9/25 TU		06:15P	30	USPRTV18ACH	2000.00	
M-F 6a News					*WFLA		:30 Commercial		
	850.00	46 1	9/25 TU		06:42A	30	USPRTV18ACH	850.00	
M-F 630p ET / 530p CT NBC Nightly News					*WFLA		:30 Commercial		
	3500.00	47 1	9/18 TU		07:00P	30	USPRTV18ACH	3500.00	
M-F 7p Entertainment Tonight					*WFLA		:30 Commercial		
	1700.00	48 1	9/25 TU			30		.00	Preempt Program Change
M-F 7a Today Show					*WFLA		:30 Commercial		
	1400.00	49 2	9/18 TU		08:48A	30	USPRTV18ACH	1400.00	
			9/25 TU		08:56A	30	USPRTV18ACH	1400.00	
M-F 730p Extra					*WFLA		:30 Commercial		
	1800.00	50 1	9/18 TU			30		.00	Preempt Program Change
M-F 9a Today Show II					*WFLA		:30 Commercial		
	650.00	51 1	9/18 TU		09:56A	30	USPRTV18ACH	650.00	
M-F 1p Days Of Our Lives					*WFLA		:30 Commercial		
	425.00	52 1	9/26 WE		01:59P	30	USPRTV18ACH	425.00	
M-Su 11p News					*WFLA		:30 Commercial		
	2400.00	53 1	9/26 WE		11:14P	30	USPRTV18ACH	2400.00	
M-F 1135p ET / 1035p CT Tonight					*WFLA		:30 Commercial		
	1000.00	54 1	9/19 WE		12:32A	30	USPRTV18ACH	1000.00	
*** Continued ***									

PERIOD COST 88,675.00

70 Total Units
ACTUAL GROSS BILLING 80,825.00
AGENCY COMMISSION 12,123.75
NET DUE 68,701.25

SUB-TOTALS Debits .00
Credits 7,850.00-
TOTAL RECONCILING 7,850.00CR

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WFLA-TV

A MEDIA GENERAL STATION

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Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Oc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE: 09/30/12
ORDER TYPE: Political
WFLA I SS
E:120717078
WFLA
INVOICE NUMBER: 0100032722
PAGE: 4
BROADCAST MONTH: 08/27/2012 - 09/3
SCHEDULE DATES: 9/17/12- 9/30/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /691
Oesc: 06238034

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 12p Today Show III					*WFLA	:30 Commercial			
275.00	55	1	9/19	WE	12:29P	30 USPRTV18ACH	275.00		
M-F 4p Or Oz					*WFLA	:30 Commercial			
650.00	56	1	9/26	WE	04:38P	30 USPRTV18ACH	650.00		
M-F 5a News					*WFLA	:30 Commercial			
300.00	57	1	9/19	WE	05:28A	30 USPRTV18ACH	300.00		
M-F 5p News					*WFLA	:30 Commercial			
850.00	58	1	9/19	WE	05:27P	30 USPRTV18ACH	850.00		
M-F 530a News					*WFLA	:30 Commercial			
550.00	59	1	9/26	WE	05:52A	30 USPRTV18ACH	550.00		
M-F 530p News					*WFLA	:30 Commercial			
850.00	60	1	9/26	WE	05:52P	30 USPRTV18ACH	850.00		
M-F 6p News					*WFLA	:30 Commercial			
2000.00	61	1	9/19	WE	06:27P	30 USPRTV18ACH	2000.00		
M-F 6a News					*WFLA	:30 Commercial			
850.00	62	1	9/19	WE	06:43A	30 USPRTV18ACH	850.00		
M-F 630p ET / 530p CT N8C Nigh					*WFLA	:30 Commercial			
3500.00	63	1	9/26	WE	07:00P	30 USPRTV18ACH	3500.00		
M-F 7p Entertainment Tonight					*WFLA	:30 Commercial			
1700.00	64	1	9/19	WE		30	.00	Preempt Program Change	.00-
M-F 7a Today Show					*WFLA	:30 Commercial			
1400.00	65	2	9/19	WE	07:22A	30 USPRTV18ACH	1400.00		
			9/26	WE	08:56A	30 USPRTV18ACH	1400.00		
M-F 730p Extra					*WFLA	:30 Commercial			
1800.00	66	1	9/26	WE		30	.00	Preempt Program Change	1800.00-
M-F 9a Today Show II					*WFLA	:30 Commercial			
650.00	67	1	9/26	WE	09:59A	30 USPRTV18ACH	650.00		
M-F 7p News					*WFLA	:30 Commercial			
1700.00	72	1	9/21	FR	07:15P	30 USPRTV18ACH	1700.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
1800.00	73	1	9/24	MO	07:43P	30 USPRTV18ACH	1800.00		
M-F 7p News					*WFLA	:30 Commercial			
1700.00	74	1	9/27	TH	07:14P	30 USPRTV18ACH	1700.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
1800.00	75	1	9/20	TH	07:39P	30 USPRTV18ACH	1800.00		
M-F 7p News					*WFLA	:30 Commercial			
1700.00	76	1	9/25	TU	07:14P	30 USPRTV18ACH	1700.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
1800.00	77	1	9/18	TU	07:43P	30 USPRTV18ACH	1800.00		
M-F 7p News					*WFLA	:30 Commercial			
1700.00	78	1	9/19	WE	07:15P	30 USPRTV18ACH	1700.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
1800.00	79	1	9/26	WE	07:47P	30 USPRTV18ACH	1800.00		
*** Continued ***									

PERIOD COST 88,675.00

70 Total Units
ACTUAL GROSS BILLING 80,825.00
AGENCY COMMISSION 12,123.75
NET DUE 68,701.25

Sub-TOTALS Oebits .00
Credits 7,850.00-
TOTAL RECONCILING 7,850.00CR

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REP: WFLA (Washington Oc)
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2012 WFLA I SS
INVOICE DATE 09/30/12 E:120717078
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032722
PAGE 5 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/17/12- 9/30/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /691
Oesc: 06238034

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 9a Today Show II	650.00	80 1	9/28	FR	*WFLA	:30 Commercial	.00	Preempt	650.00-
Total Airtime Gross Spot Revenue:			80,825.00				No Copy		

PERIOD COST 88,675.00

70 Total Units
ACTUAL GROSS BILLING 80,825.00
AGENCY COMMISSION 12,123.75
NET DUE 68,701.25

SUB-TOTALS 7,850.00-
TOTAL RECONCILING 7,850.00CR

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